1995 Promotion Actuals + Future Orders (3 Weeks Are Set) — futures as of 4/28/95

Week Ending	Alpine	Basic	B & H	Cambridge	Dave's	Merit	Marlboro	Parliament	Total	
1st QTR	11,940	450,086	4,080	44,172	10,080		751,680	14,754	1,286,792	Actuals
4/7		7,538		(6)			622,878		630,410	Actuals
4/14		4,458		(5)	1,458		143,576		149,487	Actuals
4/21	6	15,611		(10)			65,359		80,966	Actuals
2nd QTD	6	27,607		(21)	1,458		831,813		860,862	
24-Apr		10,944					78		11,022	Actuals
25-Apr		2,009					903		2,912	Actuals
26-Apr		9,510					946		10,456	Actuals
27-Apr		3,414					2,040		5,454	Actuals
28-Apr		3,714					5,472		9,186	*estimate*
4/28		29,591					9,439		39,030	*estimate*
2nd QTD	6	57,198		(21)	1,458		841,252		899,893	
1-May		21,280					4,374		25,654	Set
2-May		4,368				312	594		5,274	Set
3-May		9,030					1,056		10,086	Set
4-May		3,108				378	516		4,002	Set
5-May		596					230		826	Set
5/5		38,382				690	6,770		45,842	Set
2nd QTD	6	95,580		(21)	1,458	690	848,022		945,735	
8-May		11,910					534		12,444	Set
9-May		5,837				366	480		6,683	Set
10-May		8,040							8,040	Set
11-May		168				1,440			1,608	Set
12-May		5,820				1,812			7,632	Set
5/12		31,775				3,618	1,014		36,407	Set
2nd QTD	6	127,355		(21)	1,458	4,308	849,036		982,142	
15-May		13,980				2,280	1,260		17,520	Set
16-May						4,404			4,404	Set
17-May		36				1,344	360		1,740	Set
18-May		10,499					5,478		15,977	Set
19-May		45,642				1,092	9,894		56,628	Set
5/19		70,157				9,120	16,992		96,269	Set
2nd QTD	6	197,512		(21)	1,458	13,428	866,028		1,078,411	
22-May		34,992				4,248			39,240	Incomplete
23-May		222							222	Incomplete
24-May		5,004				492			5,496	Incomplete
25-May		7,716				1,434			9,150	Incomplete
26-May										Incomplete
5/26		47,934				6,174			54,108	Incomplete
2nd QTD	6	245,446		(21)	1,458	19,602	866,028		1,132,519	
29-May		3,588					360		3,948	Incomplete
30-May		120					3,660		3,780	Incomplete
31-May		1,434					840		2,274	Incomplete
1-Jun		510							510	Incomplete
2-Jun		468							468	Incomplete
6/2		6,120					4,860		10,980	Incomplete
2nd QTD	6	251,566		(21)	1,458	19,602	870,888		1,143,499	
5-Jun		5,214				216			5,430	Incomplete
6-Jun		486							486	Incomplete
7-Jun										Incomplete
8-Jun										Incomplete
9-Jun		3,528							3,528	Incomplete
6/9		9,228				216			9,444	Incomplete
2nd QTD	6	260,794		(21)	1,458	19,818	870,888		1,152,943	
Total	11,946	710,880	4,080	44,151	11,538	19,818	1,622,567	14,754	2,439,734	

J. Moose

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Source: https://www.industrydocuments.ucsf.edu/docs/lrwj0004